



125 West 55th St
New York, NY 10019

Contract # 25193129	Changes as of: 6/16/2016 at 9:21 AM	Version: Current State Version 1
CPE: 163/173/4955	Flight: 6/21/16 - 6/27/16	Station: WKEF
Agency: WATERFRONT STRATEGIE	Advertiser: Senate Majority PAC	Market: Dayton
3050 K ST NW #100	Product: Issue	Office: PHILADELPHIA
Washington, DC 20007	Agency Order #: 5140416	Primary Demo:
	Buyer: Outen, David	Con Type: POLITICAL/VOTE
	Salesperson: FRAN BROWN	Assistant: FRAN BROWN
	215-563-5400	215-563-5400

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	6/21	6/21 - 6/21	Total Spots	Total \$	CPP	GRP
1	Tu-F,M 5a-6a		ABC22 Good Morning News	\$125.00	30	2		2	\$250.00	\$0.00	0.0
2	Tu-F,M 6a-7a		ABC22 Good Morning News	\$200.00	30	2		2	\$400.00	\$0.00	0.0
3	Tu-F,M 7a-9a		Good Morning America	\$250.00	30	2		2	\$500.00	\$0.00	0.0
4	Su 8a-9a		Good Morning America Sunday	\$80.00	30	1		1	\$80.00	\$0.00	0.0
5	Tu-F,M 9a-10a		Celebrity Name Game	\$100.00	30	2		2	\$200.00	\$0.00	0.0
6	Tu-F,M 11a-12n		The View	\$110.00	30	2		2	\$220.00	\$0.00	0.0
7	Tu-F,M 12n-1p		Rachael Ray	\$100.00	30	2		2	\$200.00	\$0.00	0.0
8	Tu-F,M 1p-2p		The Chew	\$100.00	30	2		2	\$200.00	\$0.00	0.0
9	Tu-F,M 2p-3p		General Hospital	\$100.00	30	2		2	\$200.00	\$0.00	0.0
10	Su 10:30a-11:30a		ABC This Week	\$80.00	30	1		1	\$80.00	\$0.00	0.0
11	Su 11:30a-12n		Sharyl Attkisson	\$100.00	30	1		1	\$100.00	\$0.00	0.0
12	Tu-F,M 3p-3:30p		Crime Watch Daily	\$70.00	30	1		1	\$70.00	\$0.00	0.0
13	Tu-F,M 3:30p-4p		Crime Watch Daily	\$95.00	30	2		2	\$190.00	\$0.00	0.0
14	Tu-F,M 4p-5p		Steve Harvey	\$95.00	30	1		1	\$95.00	\$0.00	0.0
15	Tu-F,M 6p-6:30p		ABC22 News At Six	\$185.00	30	3		3	\$555.00	\$0.00	0.0
16	Su 6p-6:30p		ABC News At Six	\$200.00	30	1		1	\$200.00	\$0.00	0.0
17	Tu-F,M 7p-7:30p		Family Feud	\$350.00	30	2		2	\$700.00	\$0.00	0.0
18	Tu-F,M 7:30p-8p		Family Feud	\$500.00	30	2		2	\$1,000.00	\$0.00	0.0
19	W 8p-9p		The Middle/Goldbergs-ABC	\$1,800.00	30	1		1	\$1,800.00	\$0.00	0.0
20	F 10p-11p		20/20-ABC	\$900.00	30	1		1	\$900.00	\$0.00	0.0
21	Tu-F,M 11p-11:35p		ABC 22 News At Eleven	\$250.00	30	3		3	\$750.00	\$0.00	0.0



KATZ TELEVISION
GROUP

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CPE: 163/173/4955

Flight: 6/21/16 - 6/27/16

Station: WKEF

Total \$: \$9,070.00

Agency: WATERFRONT
STRATEGIE

Advertiser: Senate Majority PAC

Market: Dayton

Total Spots: 38

3050 K ST NW #100

Product: Issue

Office: PHILADELPHIA

Total CPP: \$0.00

Washington, DC 20007

Agency Order #: 5140416

Primary Demo:

Total GRP:

Buyer: Outen, David

Con Type: POLITICAL/VOTE

Separation:

Salesperson: FRAN BROWN
215-563-5400

Assistant: FRAN BROWN
215-563-5400

#	Day/Time	DP	Program	Rate	Len	6/21 - 6/21		Total Spots	Total \$	CPP	GRP
						6/21					
22	Sa 11p-11:30p		Sat ABC22 News	\$180.00	30	1		1	\$180.00	\$0.00	0.0
23	Su 11p-11:35p		ABC 22 News	\$200.00	30	1		1	\$200.00	\$0.00	0.0
TOTALS:						38		38	\$9,070.00	\$0.00	0.0



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Washington, DC 20007	Agency Order #: 5140416	Primary Demo:	Total GRP:
	Buyer: Outen, David	Con Type: POLITICAL/VOTE	
	Salesperson: FRAN BROWN	Assistant: FRAN BROWN	Separation:
	215-563-5400	215-563-5400	

Hit Listed Programs	
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Order Level Comments		
Date/Time	Added by	Comment
06/16/16 9:21 AM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$60,467
WKEF Share:	15%
Comment:	
WBDT:	4%
WDTN:	13%
WHIO:	47%
WRGT:	21%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	38	\$9,070.00	N/A	0.0
Total	100%	38	\$9,070.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Jun	38	\$9,070.00
Total	38	\$9,070.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	6/16/16 10:31 AM					\$0	\$0	
New	6/16/16 9:20 AM	FRAN BROWN	New	38		\$9,070.00	\$9,070.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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